



اَوْنِيُوْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN APPLIED SCIENCE (AS120)

AS1205J

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

KOPI JENGKA

PREPARED FOR:

MR AZEMAN ABD MAJID

PREPARED BY:

MUHAMMAD IZZAT BIN MAT HARUDIN	2018470194
ABDUL HAQ HAKIMI BIN ABDUL NASIR	2018402974
NUR ALIF AKMAL BIN HASRIMON	2018231418
AHMAD SYAHIR AZIZI BIN AHMAD ZULFA	2018235432
MUHAMMAD AIMAN DANIEL BIN ZAHAR	2018653172

LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Pahang
26400 Bandar Tun Razak, Jengka, Pahang

10th January 2021

Mr Azeman Abd Majid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang
26400, Bandar Tun Razak, Jengka, Pahang

Mr,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Kopi Jengka**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

Muhammad Izzat bin Mat Harudin	2018470194
Abdul Haq Hakimi bin Abdul Nasir	2018402974
Nur Alif Akmal bin Hasrimon	2018231418
Ahmad Syahir Azizi bin Ahmad Zulfa	2018235432
Muhammad Aiman Daniel bin Zahar	2018653172

Thank you,

Yours sincerely



.....
Muhammad Izzat bin Mat Harudin
General Manager Kopi Jengka

ACKNOWLEDGEMENT

In the Name of Allah, the Most Gracious and the Most Merciful in the completion of the business plan as one of the requirements that have to be accomplished in the course work assessment for Fundamentals of Entrepreneurship, ENT300.

We would like to show our gratitude to our lecturer, Mr. Azeman Abd Majid that has given his guidance, advises and instructions in educating us during the process of completion of this business plan. He has given us great tutoring and also provides useful information in order to bring the best outcome from all of us.

After all, great teamwork makes the dream work. We would like to thank all of the teammates for our hard works and the commitments that have been given in order to complete the business plan. We had sacrificed many things as this plan can be done successfully. We also would like to send our appreciation to our families for their moral support to do well in creating this business plan.

Thank you to our classmates by sharing the important information when needed. Lastly, we would like to thank those who had involved in this business plan either directly or indirectly. They had been great helpers to us in the completion of the business plan. We believe that this business plan will give innovative ideas to encourage the local community into a challenging business.

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EXECUTIVE SUMMARY

Kopi Jengka is a business based on a partnership where it has five lead workers holding important positions. The general manager is Muhammad Izzat, marketing staff is Aiman Daniel, Administration staff is Ahmad Syahir Azizi, Operational staff is Abdul Haq Hakimi, Financial staff is Nur Alif Akmal. The members have extensive experience in business, sales and finance. The business offers the amazing taste of coffee and all types of coffee made by the members to give high satisfaction for customers. It is located at No. 26 Jalan BDJS 2 Blok Dagangan Jengka, Jalan Sejahtera, Bandar Jengka, 26400 Bandar Tun Razak, Pahang.

The business is estimated as an explosion of growth over the year. Bandar Tun Razak, Jengka is seen as the strategic place to open a coffee shop. The marketing strategy of Kopi Jengka is to emphasize the quality and price of the products. The prices of coffee at Kopi Jengka are affordable to the community. The place of this business is also a comfortable spot to eat and drink coffee for the customers. The members have service and commitments plan to colour the brand through website to create bigger opportunities